

Amendments to the Claims:

This listing of claims replaces all prior versions, and listings, of claims in this application.

Listing of Claims:

1. (Currently Amended) A method for providing media samples within search engine results pages, comprising:
 - receiving a search request comprising a ~~including at least one media~~ keyword;
 - searching a first database comprising unsponsored websites for information pertaining to the keyword;
 - searching a second database comprising media server links for music-related information pertaining to the keyword;
 - wherein the media server links of the second database comprise one or more of a first link to an identified media sample on a media framework and a second link to a media product on an Internet retailer;
 - wherein the media product comprises the identified media sample;
 - wherein if the keyword matches information pertaining to an unsponsored website that is in the first database the search engine places a third link to the unsponsored website on a results page, and
 - wherein if the keyword matches information pertaining to music-related server links that is in the second database the search engine places one or more of the first link and the second link on the results page;
 - ~~identifying one or more media samples that correspond with the at least one media~~
keyword; and

in response to a selection of the first link on the results page to ~~preview an identified media sample~~, providing the identified media sample from the media framework to enable playback on a media device, and

downloading the identified media sample from the media framework through a branded player to enable playback of the identified media sample when the identified media sample is associated with a branded player,

wherein the request further includes a client-ID that identifies the branded player that should be launched to playback the identified media sample, and wherein the branded player enables a consumer to listen to the playback of the identified media sample and purchase ~~corresponding~~ the media product, while reviewing and accessing other search results and related information.

2. (Cancelled)

3. (Cancelled)

4. (Original) The method of claim 3, wherein a consumer is enabled to access other search results during playback of the identified media sample.

5. (Original) The method of claim 1, further comprising including a call-to-action statement during playback of the identified media sample.

6. (Currently Amended) The method of claim 1, wherein the media device plays the identified media sample on the branded player that is associated with a the Internet retailer.

7. (Original) The method of claim 6, wherein the branded player provides a link to a consumer to purchase media that corresponds to the identified media sample.

8. (Currently Amended) A method for providing media samples within search engine results pages, comprising:

~~receiving a search request from a consumer device, wherein the search request includes at least one media~~ comprising a keyword and a client ID from a consumer device;

searching a first database comprising unsponsored websites for information pertaining to the keyword;

searching a second database comprising media server links for music-related information pertaining to the keyword,

wherein the media server links of the second database comprise one or more of a first link to a media sample on a media framework and a second link to a media product on an Internet retailer,

wherein the media product comprises the media sample,

wherein if the keyword matches information pertaining to an unsponsored website that is in the first database the search engine places a third link to the unsponsored website on a results page, and

wherein if the keyword matches information pertaining to music-related server links that is in the second database the search engine places one or more of the first link and the second link on the results page; and

automatically providing the first link ~~a media sample that corresponds with the at least one media keyword~~ to the consumer device if the keyword matches information pertaining to music-related server links that is in the second database,

wherein the media sample is automatically played on a media player associated with the consumer device, and wherein a branded player associated with the client ID and the media sample is automatically provided so that the media player plays back the media sample on the branded player.

9. (Original) The method of claim 8, wherein at least one search result is identified to the consumer device, and the consumer device is enabled to access the search result during playback of the media sample.

10. (Cancelled)

11. (Cancelled)

12. (Original) The method of claim 11, wherein a consumer is enabled to access other search results during playback of the media sample.

13. (Original) The method of claim 8, further comprising including a call-to-action statement during playback of the media sample.

14. (Currently Amended) The method of claim 8, wherein the branded player is associated with ~~a~~ the Internet retailer.

15. (Original) The method of claim 14, wherein the branded player provides a link to a consumer to purchase media that corresponds to the media sample.

16. (Currently Amended) A system for providing media samples within search engine results pages, comprising:

a plurality of internet-connected consumer devices for transmitting search requests online, the consumer devices including media players;

a search engine for receiving consumer search requests from the consumer devices, wherein the search engine receives ~~identifies one or more media samples when~~ a search request ~~is received from~~ one of the consumer devices ~~a consumer~~, wherein the search request comprises ~~includes one or more media~~ a keywords, and wherein the search engine searches a first database

comprising unsponsored websites for information pertaining to the keyword and a second database comprising media server links for music-related information pertaining to the keyword;
and

a media framework for retrieving an identified media sample selected by a consumer and for providing the identified media sample to the consumer device for playback on a media player associated with the consumer device; and

an Internet retailer for purchasing a media product comprising the identified media sample,

wherein the media server links of the second database comprise one or more a first link to the identified media sample on the media framework and a second link to the media product on the Internet retailer,

wherein if the keyword matches information pertaining to an unsponsored website that is in the first database the search engine places a third link to the unsponsored website on a results page of the search engine,

wherein if the keyword matches information pertaining to music-related server links that is in the second database the search engine places one or more of the first link and the second link on the results page of the search engine, and

wherein the consumer search request includes a client ID that identifies a branded player that should be launched to playback the identified media sample, and wherein according to the client ID, the media framework further downloads the branded player that is associated with the

identified media sample so that the media player associated with the consumer device playbacks the identified media sample on the branded player.

17. (Original) The system of claim 16, wherein the search engine provides a link to the consumer device to access the identified media sample from the media framework, and wherein the media framework maintains reports of identity of the search engine that referred the consumer to the media framework, for billing the search engine for provision of the identified media sample to the consumer.

18. (Currently Amended) The system of claim 16, wherein the branded player is associated with ~~a~~ the Internet retailer.

19. (Cancelled)

20. (Currently Amended) A system for providing media samples within search engine results pages, comprising:

a plurality of internet-connected consumer devices for transmitting search requests online, the consumer devices including media players;

a search engine for receiving consumer search requests from the consumer devices, wherein the search engine receives ~~identifies a media sample when~~ a search request is received from one of the consumer devices ~~a consumer~~, wherein the search request comprises ~~includes one~~

or more media keywords, and wherein the search engine searches a first database comprising unsponsored websites for information pertaining to the keyword and a second database comprising media server links for music-related information pertaining to the keyword; and

a media framework for retrieving the identified media sample and for providing the identified media sample to the consumer device for automatic playback on a media player associated with the consumer device; and

an Internet retailer for purchasing a media product comprising the identified media sample,

wherein the media server links of the second database comprise one or more a first link to the identified media sample on the media framework and a second link to the media product on the Internet retailer,

wherein if the keyword matches information pertaining to an unsponsored website that is in the first database the search engine places a third link to the unsponsored website on a results page of the search engine,

wherein if the keyword matches information pertaining to music-related server links that is in the second database the search engine places one or more of the first link and the second link on the results page of the search engine, and

wherein the consumer search request includes a client ID that identifies the branded player that should be launched to playback the identified media sample, and wherein according to the client ID, the media framework further downloads a branded player that is associated with

the identified media sample so that the media player associated with the consumer device
playbacks the identified media sample on the branded player.

21. (Cancelled)

22. (Original) The system of claim 20, wherein the identified media sample includes a
call to action message.